



Business Support on Your Doorstep

SUCCESS STORY

Entry into new markets

Diversification of customers

Service: going international



"A group of students from Nottingham Business School has elaborated to us an excellent report with fund raising practices aligned with appropriate promotional activities. This information and student's recommendations were very useful to identify promotion activities that helped us to raise money for our projects related to engineering for development",

José Julio Brossa Gutiérrez
CMN ingenieria Director

Classified Media Network SL is a company that provides advanced technical engineering, consulting and construction. Due to the construction crisis in the world that also affected the Canary Island, CMN ingenieria was forced to let go of most of its personnel as a consequences to lack of projects. Even now when the market starts to reactivate, the company is facing problems with cashing the invoices from their clients.

In the light of the situation, CMN ingenieria is forced to find a viable solution to extend their client base and look for new markets and clients in countries that are in process of development, were there are still investing a lot in infrastructure and are in need of engineering and consulting services.

The services received

The EEN-Canarias partner ITC, together with Nottingham Business School (NBS), a business school of the Nottingham Trent University in UK, proposes a pilot initiative with international students to develop Applied/Consultancy Projects in local SMEs with groups of students from Full-time MSc International Business at NBS

CMN ingenieria was proposed to participate in this pilot initiative, due to their close cooperation with ITC, member of EEN-Canarias, and having several experiences and success stories at international level. The outsourcing activity is focused on working for improving CMN Ingenieria market-targets and the number of its customers around the world. Its main objective is the internationalization of the business and the sharing of new values based on the research and the innovation. Another main priority is to increase its brand in other countries of the world.

The ITC monitored the initial steps to assure the good quality of the service. The work was carried out from September to December 2013. The students, with the supervision of a tutor, have successfully acted as free consultants and demonstrate at the same time a valuable learning experience, giving recommendations that can make a significant contribution to the company and to the business development in the region.



Benefits:

- Access to up to date research information via on-line databases on financial performance, market research analysis, newspapers and journals and their unlimited access to public Internet resources.
- Analysis of the situation from a variety of perspectives supported by an understanding of appropriate frameworks and concepts.
- Open mindedness and exploration of the company from new angles.
- Development of commercially relevant recommendations

For more information:

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Servicios Profesionales



Servicios de construcción



Ingeniería para el desarrollo

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